

## Simplify Storage for Data-Driven Analytics with Dell APEX Data Storage Services

### Best-in-Class Storage Technology:

- Supports wide range of structured and unstructured workloads
- Robust security options with Data at Rest Encryption (D@RE) via self-encrypting drives
- Scale capacity to meet changes in workload requirements
- Designed for 99.9999% availability<sup>1</sup>

### Focus on delivering actionable outcomes

The future of data-driven analytics in the modern business world is here. Businesses are focused on delivering actionable outcomes from their data infrastructure by simplifying operations, protecting their data and driving innovation. When it comes to storage requirements for analytics applications and workloads, some of the roadblocks are unpredictable performance, complex management, siloed data and security concerns.

To address these challenges, Dell APEX Data Storage Services enables businesses to store structured and unstructured data utilizing a flexible as-a-Service consumption model without the capacity limitations and performance headaches associated with traditional data infrastructure management for analytics workloads and applications.

Businesses running traditional and modern workloads and applications are expected to deliver the following:

- **Create value** — Improve performance, data quality and control to create actionable insights from edge to core to cloud
- **Simplify the data landscape** — Utilize a flexible and cost-effective storage consumption model for all your structured and unstructured workloads
- **Protect your data** — Optimize data management, reliability and quality of your data infrastructure

### Transform data infrastructure from edge to core to cloud with Dell APEX

In the data-driven era, you need to be able to generate value from your data and applications, from edge to core to cloud. But the distributed nature of data can make that complex and costly — setting up barriers to insight and innovation. Dell APEX Data Storage Services is an elastic storage solution delivered on terms that align with your unique requirements. With the flexibility to deploy file and block storage through an as-a-Service model, you can simplify workflows, accelerate business analytics projects, support cloud initiatives and get more value from your analytics applications and workloads.

From financial services, manufacturing, life sciences and retail businesses to media and entertainment industries, Dell APEX Data Storage Services enables anytime, anywhere access to data that accelerates business outcomes for operations, security and data monetization.

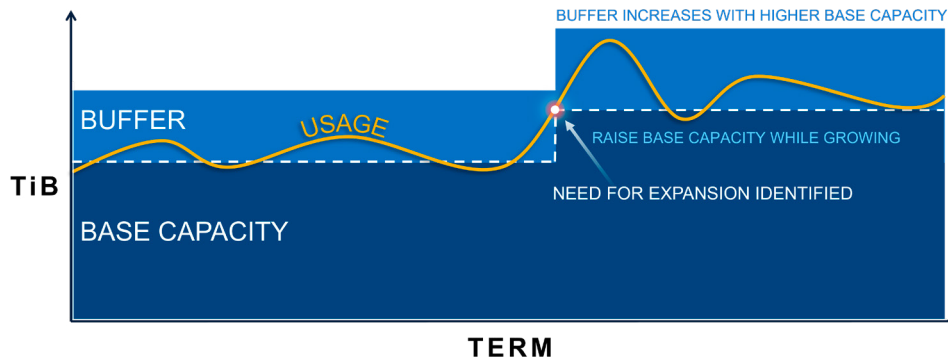
### Dell APEX Storage Services offers:

- **Simplified experience:** Simplify data infrastructure management through a simple, powerful, unified console and automated, non-disruptive system patching and upgrades.
- **Any data, anywhere:** Support a wide range of data types and diverse workloads with concurrent, built-in, self-service multi-protocol capabilities including NFS, SMB, HDFS, Amazon S3, HTTP and FTP protocols.
- **Big Data integration:** Seamlessly integrate with leading vendors like Pivotal, Cloudera, Hortonworks and Splunk to drive workloads in artificial intelligence, machine learning and deep learning with in-place analytics.

- **Multicloud flexibility:** Multicloud readiness in collaboration with data center colocation partners enables connectivity to the customers, partners and ecosystems that deliver the most value without vendor lock-in.<sup>2</sup>
- **Object-enabled:** Support for S3 expands storage use cases to include cloud-native development without copying data.

### On-demand scaling: Pay for what you use

With emerging technologies like artificial intelligence and machine learning, Internet of Things (IoT), digital assistants and blockchain, workloads and users are rapidly becoming more intelligent and demanding. To meet the dynamic demands of file and block-based analytics workloads, Dell APEX provides reliable, elastic storage resources with the ability to scale capacity to align with changes in workload requirements. You pay for what you use at a single rate with no overage penalties for capacity utilization above your base commitment.



Dell APEX Data Storage Services enables you to free up valuable IT resources from time-consuming, manually intensive tasks and scale storage needs for analytics as you grow—with performance, capacity, and control for driving innovation, getting to market faster and creating value with actionable insights.

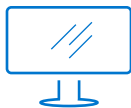
### Reduce investment risk with flexibility and control

Increasingly, the path to digital transformation is through an as-a-Service model and Dell APEX Data Storage Services File and Block offers flexibility and choice. With the option to deploy Dell APEX Data Storage Services on-premises or in a Dell-managed interconnected colocation facility<sup>2</sup>, you can eliminate data center planning activities, accelerate your multicloud strategy and put your data as close as possible to your applications.

Alternatively, IT organizations seeking even more control over their as-a-Service experience may choose a Customer-managed Dell APEX Data Storage Services option, designed to empower you with responsibility for infrastructure design, volume configurations and other administrative tasks. No matter which option you select, the result is a cloud-like experience with predictable, easy-to-understand pricing and no egress fees or latency issues.

### Focus on outcomes, not infrastructure

Dell has a proven track record for delivering powerful storage solutions backed by world-class support and services. With Dell-owned infrastructure and easy-to-understand contract terms, Dell APEX Data Storage Services enables you to respond dynamically to changing business needs, eliminate the risks associated with under or over-provisioning, and save IT staff time and resources. You can easily choose the storage services that best fits your workload requirements - File, Block and Backup Target. Dell APEX Data Storage Services is designed to handle Analytics environments' intensive workloads and storage requirements.



Learn more about  
Dell APEX Data Storage  
Services



Learn more about  
Dell Analytics Solutions



Contact a Dell  
Technologies Expert

<sup>1</sup>Based on hardware availability on common underlying block and file platform configurations. Actual hardware availability may vary

<sup>2</sup>Dell-managed colocation deployment is not available with Customer-managed subscriptions. For regional availability of Dell-managed colocation deployment, visit [Dell.com/Access-APEX](https://Dell.com/Access-APEX)